



August 24, 1994

C.A. DiBENEDETTO  
Special Accounts Manager

400 Raritan Center Parkway  
Edison, NJ 08837  
908-225-4774  
Fax 908-417-9076

To: F. E. Cook  
G. P. Mitchell

Re: Bottle King Liquors (2367-00-00)

Dear Gentlemen,

Larry LaScola from Bottle King has accepted our Semi-Permanent display and our Doral buy a carton get 5 packs free promotion for all stores **except** Fort Lee, Gillette and Newton.

- ♦ Semi-Permanent Floor Displays:
  - > Will be shipped to participating stores week of September 5th.
  - > All contracts will be \$45.00 at HQ. and I will enter them.
  - > Please maintain through December with all promotions.
  
- ♦ Doral Buy A Carton Get 5 Packs Free:
  - > CDI (Eisler) will send 30 cartons of regular product to all participating stores week of September 5th.

5 - Full Flavor King	5 - Light King
10 - Full Flavor 100	10 - Light 100

Please contact all participating stores the week of September 12th to place the semi-permanent floor display and attach the 5 gratis packs to each carton. Please find attached the presentation with the authorized signature.

Thank you for your assistance with this chain.

Sincerely,

A handwritten signature in black ink, appearing to read "C. A. DiBenedetto".

C. A. DiBenedetto  
CD/  
M2

51846 5903

"We work for smokers."

## Bottle King Liquors September Promotions



### ■ Promotion:

- » Doral buy a carton get 5 packs free.

### ■ Product/Prebook

- » 5 cartons Full Flavor King
- » 5 cartons Light King
- » 10 cartons Full Flavor 100
- » 10 cartons Light 100
  - 30 cartons total per store.

### ■ Display:

- » Sales reps will place 5 free packs on a carton.
- » Sales reps will place a floor display .
  - Floor display payment \$45.00 per month.

### ■ Timing:

- » August 29, - September 30.

Authorized Signature

L P  
Except Fort Lee Gillette & Newton